

Product selection plan for a case company

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<p>The thesis recorded a process of a product selection project for a case company. It started with the background information of the upcoming potential business and the establishment of the new shop for the case company in downtown Helsinki. Accordingly with the information of the case company, the objective and scope of the project were clearly mentioned. The first chapter listed main theories that are being used in the following chapter and a brief plan to accomplish the project objective step by step.</p> <p>The project was divided into three tasks, which included: locating the case company's position in the industry, applying theory into practice, finding target customers' needs and popular products in Chinese market, comparing prices with local nutrition stores, and checking details for the final plan and present the solution to the case company.</p> <p>The theory part started with industry analysis - to analyse the big environment for the case company, Porter's five forces -analysis and SWOT analysis. These were used to position the case company in the nutrition supplements industry. Competitor analysis to check the case company's strategy, as a result, the case company is market nicher. In the end of the theory part, I included a brief introduction about nutrition supplements industry, to familiarize readers with the special industry the company is in.</p> <p>In Chapter 3, the thesis mainly included how I have researched Chinese market. In this chapter, I have used survey to detect Chinese customers' need for nutrition supplements, and what are the trends in China for the nutrition market. A rough product selection in a table form was listed after I have searched on line about the net stores in China, what are their price strategies, what products are purchased the most etc.</p> <p>The next chapter then polished the product selection with on field research in Finnish nutrition stores. I have gone to Finnish stores to check their price strategy and more popular products, and listed in the product selection plan for the case company. The final step before handing the product selection plan to the case company, was that I have interviewed an experienced tour guide in Nordic countries, he has given me useful tips for checking the details of the product selection plan.</p> <p>The thesis gave an analysis of the results and a suggestion for the case company on how to follow up after the project is accomplished. This was located in chapter 5. This chapter concluded the project from the perspective from both the thesis writer and the case company, and it also cleared out what both the case company and I are going to do in the future after the project is completed.</p>	
Keywords Research, Nutrition Industry, Industry Analysis, Competitor Analysis, Porter's Five Forces Analysis, Product Selection	

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1. Introduction

This thesis is about product selection project for a case company. The case company is a startup company in Finland, and the objective of the project is to provide the company a product selection plan.

As with the devaluation of euro currency in 2015, there is an advantage for Europe to export and attract more tourists to travel and purchase local products (EurActiv 2015). In the meantime, there is a continuous growth with Chinese middle class (EY 2015), which is suggesting that more Chinese have the strength to travel and do shopping abroad.

The current situation is that only 5% of Chinese have their own passport, and many of them are traveling within Asia. It is also estimated that by the year of 2020, there will be twice as many Chinese tourists going abroad. (The economic 2015). Accordingly, the amount of Chinese tourists going to Finland has a huge potential to increase. Thus, the shopping environment for the upcoming Chinese tourists will be a crucial issue for Finland in order to stand out from other European countries.

The case company that I am working with for the product selection plan, would like to seize the chance that is created by the growing tourism industry. I have had altogether 5 meetings with the owner of the case company, Mr. Huang Tengyun, to discuss about the project background, objectives and expected result. In our first meeting, Mr. Huang pointed out that Finland has a high potential to create a stronger shopping environment for the upcoming tourists, and he would like to promote Nordic food supplement products to Chinese tourists. (Huang Tengyun 22 February 2015.)

I am currently doing internship in the case company, which makes it easy for me to communicate and interact with the company regarding the project. The project acts as a fundamental role in the growth of the company. After the thesis is accomplished, the case company would get a clear picture of the customers' needs from the Chinese market, analysis and preferences for product selection specifically for the case company, and also price references would be provided in both Chinese and Finnish nutrition market.

Being a part in the product project with the case company, I will gain more knowledge in different types of research conductions, and have more experience in project management by taking a role in different tasks at different stages. Moreover, I will continue with the case company in other projects after this, therefore it is also beneficial for me to conduct and analyze the product selection for the case company.

1.1 Project objective and tasks

The objective of the project is to choose the right products to detect customers' needs and track the right products for the case company. In order to accomplish the project objective, I would need to consider customers' needs and reactions to Nordic nutrition products.

Thus both primary researches (including interviews and on-field research), secondary researches (including desktop researches), and theory supports are needed in this thesis in order to meet the company's requirements to the project.

The case company would provide information that are needed throughout the project process, which would include information of the store, the size and scale of product selection, special preferences, and the expected direction and results. The project is divided into five tasks that are listed below:

PT 1: Theory framework by online research includes basic knowledge of health food industry, industry analysis and competitor analysis to support the project theory.

PT 2: A survey for the Chinese to understand customer recognition of Nordic nutrition products and demands for different functions of the products. And also online researches about net stores that are selling nutrition products in China.

When PT2 is finished, I would provide a relatively concise product selection suggestion with products' names and brands listed in charts for the case company.

PT 3: Primary research done by visiting Finnish local nutrition shops, to investigate the following two questions:

- Are all the most popular products in China available in Finland?
- What are their prices in Finland?

PT 4: Conducting qualitative research by interviewing an experienced Chinese tourist guide in order to provide a more profound result.

PT 5: Feedback and discussion with the case company about possible future improvements out of the project.

1.2 Scope of the project

The thesis would present the case company the products selection result from the Chinese tourists' point of view. The thesis is tailored for the case company to attract Chinese tourists and help the nutrition shop in downtown Helsinki. The products to be sold would be Nordic nutrition products. (Huang Tengyun 22 February 2015.)

In order to reach the project objective, I decided to compose the thesis by starting from choosing the products from existing Nordic brands in China, to narrow down the product selection range. I would handle the project by conducting both primary research and secondary researches, to get to know the Chinese markets' situation and potential, to investigate the Finnish nutrition stores, and analyzing the health products' industry for the case company.

The thesis would not cover financial part of the product selection due to limited resources and the depth of a bachelor thesis. It is composed from the situation of the case company's case, therefore it does not apply to health industry in general.

Note: the product pricing list does not cover all the products that are available in China.

1.3 Key concepts

The key concepts that are going to be used in the thesis are Industry analysis and competitor analysis. These analyses will give a greater understanding of the environment of an industry and existing competition. These will help an entering company to see whether this particular industry is worth entering at this specific time and place.

External environment is one part of marketing environment. It covers the general aspects of products, competitors, threats and challenges in an industry. But as this analysis analyzes in a wider perspective, it is necessary for a company to analyze competition in more depth. External analysis gives a company information on both micro- and macro- environment and its players and helps to determine their own position and gives the tools for the game. (Jim 2008, 22.)

Competitor analysis is a process with several steps included and combined it will give you throughout information of your competitors. This will help companies to position them-

selves in that industry, and find out the companies that they should fight against. Generally competition analysis consists of analyzing the competitors' strengths and weaknesses as well as their objectives and strategies. (Philip & Gary 2012, 548.)

Nutrition, fitness and healthcare altogether has become more common in the past few years and demand for such products that can support one's healthier lifestyle has rapidly increased. That simply means growth in the industry. By looking into the demand that arise from the Chinese people, where the need for western, preferably European healthcare products, has started to cultivate. (Huang Tengyun 22 February 2015.) The thesis case company saw this as an opportunity and reacted after realizing the possibility to sell healthcare products before the industry becomes too great.

1.4 The international aspect

The case company is seeking an opportunity to promote Nordic nutrition products to Chinese tourists and also all other potential customers that are interested in Nordic health food. The target customer groups of the case company are Chinese tourists, and the product selection includes Finnish and other Nordic products. The developing direction of the case company is to grow internationally, thus the thesis well covers the international aspect.

1.5 The case company

The case company is a start-up company which was registered in early 2015. The owner of the company, Mr. Huang Tengyun, has a traveling agency firm, which makes Chinese tourists as the shop's main customer group. The shop will be located in the center of Helsinki and the products are to be purchased and placed into the shop once the project is completed and approved by the case company. (Huang Tengyun 22 February 2015.)

The shop would present a Nordic image to the Chinese tourists for selling only nutrition products, which also makes the main product selection plan's target to be Nordic products. I should take into account about what are Nordic specials, what products might attract Chinese tourists, which brands Chinese people are familiar with.

2. Theory framework

In this chapter, I will use industry analysis and competitor analysis to analyze the industry environment, competitors' strategy-what are their strengths and weaknesses, opportunities and threats, in order to re-emphasize the following objectives for the product selection plan. Also, I will explain what is health industry, how is it growing in the world and in Finland. The chart below shows the theory framework that I am going to use for this chapter.

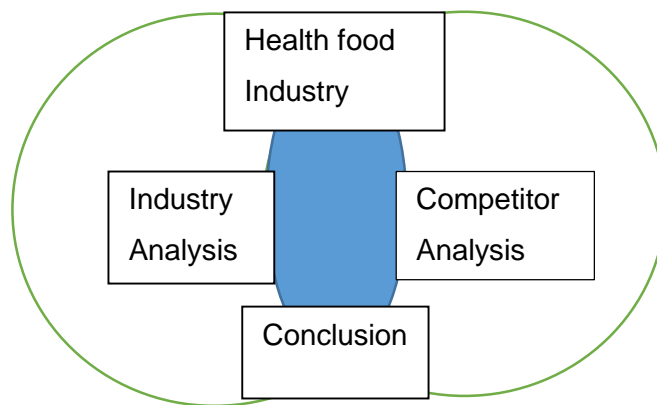


Figure 1. Theory framework

2.1 External analysis

External analysis' purpose is to help companies to find proper strategies by providing analysis of attractiveness of a company (Jim 2008, 22-23). In this case, I will use the theories from external analysis to determine the upcoming strategy that is applied to the product selection plan. The case company is in the health product industry.

2.1.1 Porter's five forces analysis

Five forces analysis helps companies to understand their competition from five different aspects and it enables a company to make a better strategy plan (Jim 2008, 28). I apply the five competitive forces -analysis to the case company's situation as following:

- Industry rivalry, indicating the intensity of competition among the industry. The case company has its own resources of Chinese tourists, thus the competition in the industry where the case company locates in, is quite mild since there are only few companies that have good tourists resources in Helsinki, Finland.

- Threat of substitutes, indicating the products or services a company provides, can be simply replaced. The case company has great Chinese tourists' resources, and it will account for a good location in downtown Helsinki. However, to notice that there are several nutrition departments in the center of the city, for example Life, SOKOS, Stockmann. I will investigate on their available products and their price references in Chapter 4.
- Bargaining power of buyers, indicating that whether a company relies on low price strategies in order to keep the customers or not. Since the case company has its own resources of customers, this is not worrying the case company.
- Bargaining power of suppliers, indicating that if the company wants special products/materials, that only certain suppliers can provide, this will largely harm the company's profit. According to Mr. Huang's experience, Chinese customers are more interested in products' functions and brands that are more famous, so certain suppliers might have better bargaining powers (Huang Tengyun 18 March 2015). This will be investigated after the products are selected.
- Barriers to entry, indicating that if it is easy for other companies to enter the industry. According to Mr. Huang, it is not easy to allocate Chinese tourists, and to open a nutrition shop in Helsinki so the barriers to enter is quite high (Huang Tengyun 18 March 2015).

Five forces that are mentioned above collectively determine the case company's strength and possibility to grow in the health industry. The strongest force; "barriers to entry" should be one important point when the case company is planning its strategy. (Jim 2008, 28.)

2.1.2 SWOT analysis

SWOT analysis helps companies to highlight their opportunities and possible risks. It includes four factors: strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal factors of the company, while opportunities and threats are external factors. (Gary & Philip 2015, 82-83.)

Strengths:

- + The case company masters its own resources of Chinese tourists.
- + The location of the shop owned by the case company is unique.
- + Employees and the owner knows well the Chinese buying culture.

Weaknesses:

- The case company's target groups are quite narrow, only Chinese tourists.
- New kind of business, has potential risks.
- Lack of in-depth research on customer needs.
- Product brands and functions are narrowed by Chinese tourists' preferences.
- Import price might be higher than big firms in the industry.

Opportunities:

- + Increasing amount of Chinese tourists coming to Finland.
- + The Nordic nutrition products have its attraction to Chinese tourists.

Threats:

- Department stores and nutrition shops that have nutrition products available.
- Nordic nutrition products' customer recognition is lower than other brands from for example America, New Zealand etc.

2.2 Competitor analysis

According to Philip Kotler (2008, 461), "Building profitable customer relationships and gaining competitive advantage requires delivering more value and satisfaction to target consumers than do competitors".

There are two ways of identifying competitors; industry or marketing point of view. The company should know and understand how the competitors play their cards in this industry in order to succeed. In marketing point of view the competitors are trying to lure and attract same customers or customer groups. (Philip, Gary, Veronica & John 2008, 461-462.)

The analysis can be taken deeper and deeper by sorting out the competitors in larger or smaller scale. Rarely any company makes a large scale competition analysis where they would list down the competitors even with only similar products. But if the industry is very versatile, it might be wise to focus on some particular segment. In this case, the case company should generally focus on companies that also provide similar products to Chinese customers. (Philip, Gary, Veronica & John 2008, 461-462.)

After identifying competition it's good to go through their strengths and weaknesses in order to find main competitors. Finding the "weak" competitors and fighting against them is the main course for the company, but it does not mean that "strong" competitors should be avoided totally. A win over strong competition brings a lot more value. Understanding the competitive position of the company goes together with the previously discussed aspects of competitive analysis. There are mainly four categories of competitive positions: market leader, market challenger, market follower and market nicher. These groups form the categories of companies in a market: (Philip, Gary, Veronica & John 2008, 474-481.)

- Market leader has the most pressure of all as they have to be on their toes at all times, to be able to give the best possible updates and new products that will meet the most recent demand of customers. This is where competitors often try to hit, by creating something that the current market leader might have missed or has realized too late.
- Companies holding the most shares in the market after the leader are challengers. These companies either try to challenge the leader by putting a lot of effort to overcome leader's products. Another way for a challenger is to play along and try to gain more market share little by little.
- Market follower by no means is a passive player. A follower must also pay huge amount of attention on its' current customers and try to maintain good customer base. Follower must also be able to win over new customers whereas any other company. This type of company is very much an active player that tries to increase company value, but not closing in the cap between market leader and market challenger.
- Entering a market as a nicher usually means that a company has developed something very much different or has done something better than any other company in the market, and with that they win over many or majority of the customers in that particular segment of the market.

"The recognition that increasing incomes, and the increasingly diverse populations in some countries, have provided new and often more segmented markets. Niche markets have emerged that provide additional opportunities for small companies and the need for larger companies to respond to the increasing diversity in demand."
(Gerald & Edwin 2011, 7.)

The case company can be categorized as a market nicher, as they have found a new entry point in the industry. So the case company can charge a make-up cost since it provides service for their target customer segment.

As a conclusion, the case company has found the blind spot, which also is a huge customer segment so to speak. Selling Nordic healthcare products to Chinese tourist groups has seemingly been worthwhile. What comes to competitors in this particular industry? First of all there aren't many for the case company as the target customers are different than current competitors. Generally, organizations and companies in this industry are basically selling with similar prices and same target customers. And of course the ever increasing demand for healthcare products do increase their customer base and also make them think of other strategies, but basically their aim is to lure more people into trying their products.

2.3 Nutrition industry in Finland

Nutrition supplements in a nutshell are extra vitamins and proteins that usually comes in a form of a pill but powders, drinks and other forms are widely used as well by different manufacturers. Nutrition supplement products have gained more popularity over the years, since they go very much hand in hand with the fitness boom that has also become one of the top trends of today's world.

Generally nutrition products include fruits and vegetables which actually have not reached into popularity in Finland, whereas in other countries. Finland has a food culture, but a dull one to the outside world. This can be seen in the streets where dozens of foreign restaurants make their business. Hardly ever, can you see a Finnish restaurant. According to Nestle's research in 2014, 40% of the Finnish people prefer the taste over healthy, but still most Finns wish to have healthier foods on their plates. (Aino 2014.)

Due to lack of consuming fruits and vegetables on a daily basis, Finns try to look for extra vitamins and other products to enhance their daily energy intake especially during winter when it's dark majority of the day and sun doesn't shine brightly every day. Also as we live in the era of fitness, grocery stores are increasing shelf places for nutrition and vitamin products. Newspapers are filled with fitness tips and guides and new activities are invented nearly every year (Jason 2015).

The industry in nutrition products has gained more visibility in the stores and media. This particular industry keeps on growing and therefore increases also competition between manufacturers, bringing out the best products to the market. And this is what also interests the case company as they can choose the best products as well, for their shop and sell them forward to the target customers, who are more that interested to pay a bit more for something exotic rather than what's available for the in the local markets. (Mikaela 2011.)

2.4 Summary

As a summary, the case company has its own strengths and opportunities in the health industry in Finland, due to the fact that the case company has its own resources of Chinese tourists, and the special customer segment that it is targeted to. Considering its special customer segments, the main task for the case company and me in the following research would be to figure out the market situation in China, what Chinese customers need and how competitors in China are doing. As mentioned before in sub-chapter 2.2, the competition in local health industry is not that strong, since there are differences in target customers, services provided and product function's range. The case company is going to be more customized to the Chinese market, which makes the next step, and also the most important step of the project to be finding Chinese market's competitors and customer needs.

3. Product comparison in China

This chapter aims to research the market situation in China, which is also the case company's target market. In order to provide relatively accurate result, I would conduct secondary researches; searching the net shops, to locate the most popular Nordic nutrition products brands, and also survey to evaluate the accuracy of the online research for net stores. After that, I will combine the two findings into a rough version of the product selection. The research objectives are listed as follow:

- Research objective 1: Market situation in China--basic market info.
- Research objective 2: Customer expectation for nutrition products -knowhow
- Research objective 3: Combining the market situation with products' functions and brands, customer expectation, and price-performance ratio into a rough product selection plan.

The online research included three big net stores in China: Jing Dong, 9939net, and Tao Bao. Jing Dong is a professional net store that is trustworthy and has wide accessibility in China (JD.com 2014). 9939net is a professional web page that specialized in medical and nutrition care. It has sections including doctor's suggestion, health suggestion articles, and healthy food recipes. The nutrition products selling is only one of its sections (Go 9939.com). Tao Bao is a net shop platform that covers different kind of products and shops. It has a wide accessibility and popularity in China, but since the easiness of entry into the platform, there is high risk of having fake products, thus the reputation is not so high compared to Jing Dong and 9939net.

The three net shops were picked based on their reputation, accessibility and popularity in China, and with the comparison of the three net shops, this thesis is able to provide a more precise result with the coverage of wider users with different needs and conditions.

3.1 Narrow down the direction of product selection into comparison

After a brief online research on the three net stores that are mentioned above, Hankintatukku, Pharma Nord and New Nordic are found available in China. Among those three brands, Hankintatukku covers the widest range of product selection including calcium, products for joints, blueberry tablets, variety of fish oil products, products to enhance the immune system and vitamin tablets. Those product functions are also with higher pur-

chase and review rate. (JD.com 2014.) The table of rough product selection in sub-chapter 3.3 would cover also the price range with those different functions in separation of the three brands.

3.2 Primary research for product selection into comparison

The main direction of this research is to focus more on the emphasis of the product selection based on customers' opinions. I have designed a questionnaire for investigating what Chinese customers would want from nutrition products, how much they would like to spend in nutrition products, what is the market situation now in China, and possible details that the case company and I haven't taken into account.

3.2.1 Questionnaire for investigating Nordic nutrition products in Chinese market

A survey is created to find out how well Nordic brands are known and how willing Chinese tourists are to purchase them. The intact survey is attached in the attachments, and the main investigation questions of the survey are listed below:

- Investigate questions like age, income, how much money are you willing to spend to purchase nutrition products per year?
- Customers' needs for nutrition products in general. A leading question being: Do you think it is necessary to purchase nutrition products?
- Nutrition products that they can rely on. A leading question being: What country do you think is the safest to purchase nutrition products.
- Brand awareness of Nordic nutrition products. Questions being: What brands are you familiar with? Is the following brands familiar to you: Hankintatukku, Pharma Nord, New Nordic?
- Customer product selection preferences and customers' need for different functions of nutrition products. Questions being: What is the most important thing when you think about purchasing nutrition products? What kind of function do you need the most?

Table 1. Investigative questions

Investigative questions	Survey questions
1. What kind of nutrition products do customers need?	Q9- 10
2. From which country that customers think are more reliable?	Q3, Q11
3. What brands do customers known of?	Q4- 5
4. What are customer product selection preferences?	Q6- 8
Background questions	Q1- 2

3.2.2 Risk Management

The risk to the research would be the difficulty to find the right interviewers due to the differences of the location. In order to conquer that problem, I would contact local people that the writer knows, to gain deeper understanding of the interviewees, and also conduct a qualitative interview in chapter five, to discover new findings from the interviews. Another risk would be the time difference between Finland and China.

3.2.3 Survey result

The survey received 102 responds. The main age group of the respondents were 31-50 years old, 20% of the respondents were 20-31 years old, and around 10% of the respondents were over 51 years old. Over half of the respondents thought that it is necessary to purchase nutrition products for their health.

The most well-known brands, according to the survey, are Centrum, WOHO and Auragin and most popular countries to purchase nutrition products are New Zealand, Canada and America. 90% of the respondents were not familiar with Nordic brands, 2 out of 102 respondents knew Hankintatukku, and others didn't know any other Nordic brands. But 88 respondents were willing to try Nordic brands' nutrition products.

65% of the respondents said that quality is the most important factor when they are selecting a product, while 30% of the respondents thought that the price matters the most when purchasing nutrition products. The average money that would be spent on nutrition prod-

ucts per month is around 500RMB (EUR 73). 40% of the respondents believed that teenagers of ages 21-30 need nutrition products, while 55% of the respondents believed that people over 51 years old need nutrition products.

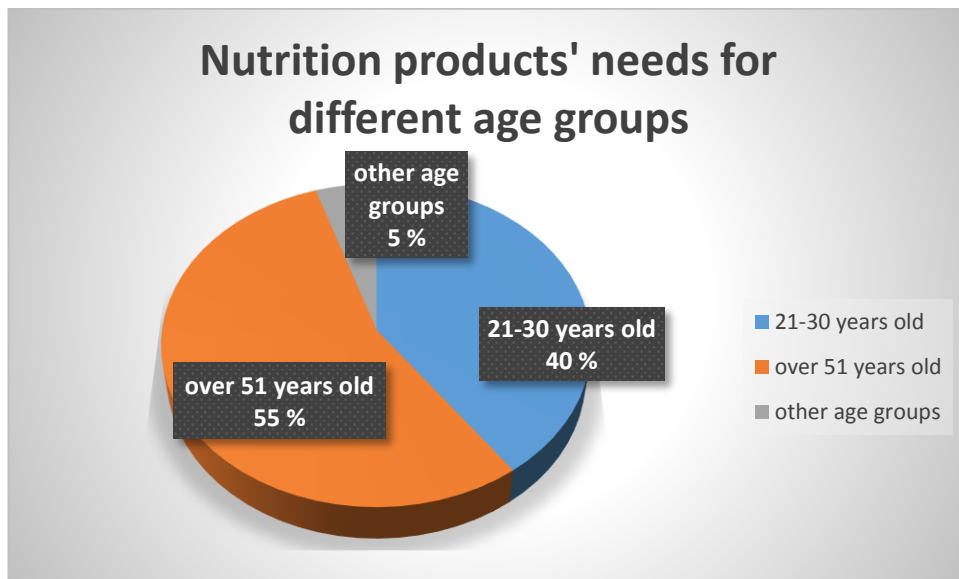


Chart 1. Nutrition products' needs for different age groups

The most popular products are fish oil, nutrition for bones and vitamins. 80% of the respondents chose to ask someone who lives abroad to purchase the nutrition products for them.

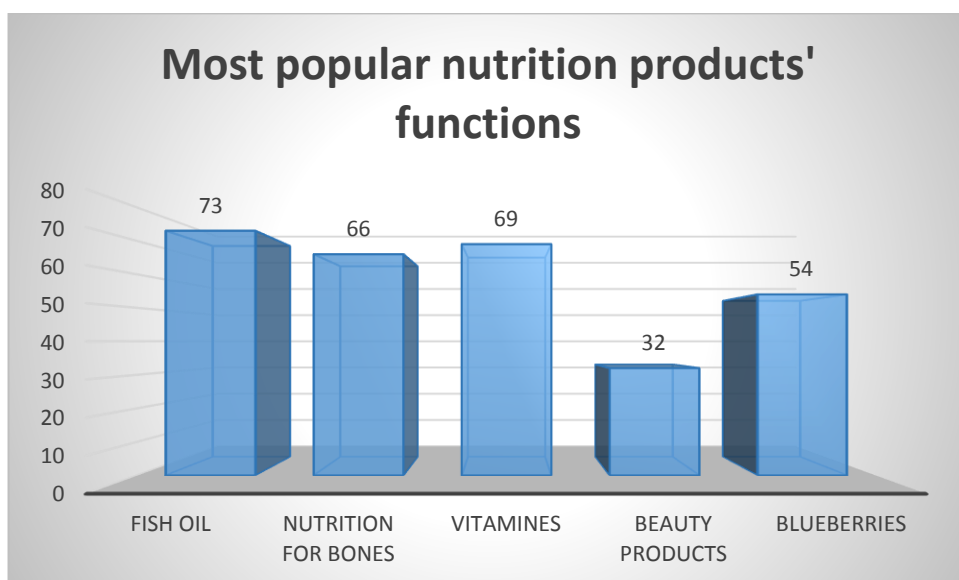


Chart 2. Most popular nutrition products' functions

I will take into account the survey results when making the rough version of product selection plan in sub-chapter 3.3. The chart below shows the functions of the products and age groups of the respondents.

3.2.4 Validity and reliability of the survey result

When making surveys, their validity comes across raising the questions such as are these questions logical? Are these the right questions to receive the wanted information? Was there enough options used in the survey for attendees to select? By having these questions in mind it made the process of creating a survey much easier and more result efficient. Validity can also be observed by comparing expected results with the final results. This is what was done in this survey as the final results confirmed what was expected.

Whereas validity measurements in surveys are more profound and dependable on the way the survey has been conducted, reliability measures simply how reliable the survey is. As many other things are possible to make unreliable, so are surveys and therefore such things as solidity and changeability are to be considered. The questions of the survey were carefully created to avoid misunderstandings and therefore makes the survey more reliable. The survey was also not changed during the period of data collection.

3.3 Secondary research in nutrition net shops

Based on the survey result above, I mainly searched products that have more popular functions in the net stores in China.

I compared the prices from 9939 net store, Jingdong and Tao Bao in the table below to find out food supplement products' popularity and price. What is worth to mention is that, since Tao Bao has lower requirements regarding the tariff certificate in China, the reliability is quite low and the price competition is quite high in Tao Bao. This is why the prices of the three stores are listed on the table below has a significant difference.

Table 2. Products selected from New Nordic

Product	Package	9939NET	jing Dong	Tao Bao	Average price
Blue Berry™ Omega 3	60caps	55.8		60	57.9
Beauty Tablets	60caps	418		88	253

Hankintatukku products are considered as one of the main product for the case company, as it is quite famous in China. The table below shows the most popular products and their price references from Hankintatukku in Chinese net stores.

Table 3. Products selected from Hankintatukku

Product	Size	Go9939.com	JD.com	Taobao.com	Average price
Argimax	60tabl./74g	145,9	140	60	103
Astacaps	60kaps./36g	172,5	174,3		172,5
Bodyflex Combi	120tabl./156g	102,1			102,1
Bodyflex Combi	180tabl./234g	258,9	238,8		258,9
Calcia pure D appelsiini	120 tabs	44,9	45,3		44,9
Calcia 800 Magnesium	180tabl./263g	48,9	37	25	36,9
Calcia 800 plus	140tabl./223g	52,9	38		52,9
Evonia Hiustten tehovina	56kaps./80g	119,4	108,9		119,4
Femidan Skin Beauty	60tabl./18g	115,4	107,6	54	84,7
Femiglandin GLA+E	300kaps./209g	132,6	164,2	52	92,3
Fosfoser Memory	90kaps./87g	431,0	402,9		
piimax C+Kalkki D	300tabl./210g	39,6	40		39,
Relaxor Forte	40tabl./20g	98,2	103,1		58,2
Selesan Kasviantioksidantti	120tabl./60g	65,5	58	40	55,7
Slimmix Fat Burner	60kaps./34g		173,6	50	50
Ubigold Q 10 30mg	60tabl./18g	145,9	147,5	45	95,5
Visio Balance	60tabl./18g	71,5	69,2		71,5
Vitatabs Maxi	120tabl./60g	48,9	49	25	36,9
Vitatabs Mega B	350tabls./140g	66,2	52	27	46,6
Vitamar Junior	60kaps/40g	152	147	30	
Vivania Skin Beauty Anti Wrinkle	60tabl./30g	172,5	176,1	55	113,8
X-Potens Tribulus 500	60tabl./62g	244,3	197	48	146,2
Zinkosan	300tabs	66,2	66,9		66,2

Pharma Nord is the only brand in China that have the permit to bring selenol (JD.com), and I have selected two popular in China from this brand.

Table 4. Products selected from Pharma Nord

Product	Package	9939NET	jing Dong	Tao Bao	Average price
SelenoPrecise 100ug	60tabl	60		65.1	62.55
Bio -Qinon Q10 Gold 100mg	150tabl	189			189

3.4 Conclusion for researching net shops in China

I've come to a conclusion that Nordic brands are not as familiar to Chinese customers as New Zealand's, United States' or Canada's brands (Go9939.com, JD.com & Taobao.com). However, three of the selected brands: New Nordic, Hankintatukku and Pharma Nord are known in China and have their own official net shops in China. They have quite abundant product range and they are gradually raising their brand publicity as we can see increasing purchase rate in the net stores. (Pharma Nord, Hankintatukku & New Nordic.)

The Nordic products' prices are higher compared to some Western or Chinese brand nutrition products, but due to the quality and reliability of Nordic countries, customers are still really interested and willing to spend money on Nordic nutrition products.

4. Nutrition stores' investigation in Finland

This chapter focuses on researching stores selling nutritional supplements in Helsinki region to find out available brands, functions, displays and the pricing (customer value). The following two research objectives are to be accomplished during the on-field research.

- Research objective 1: Check out if the popular products in Chinese market are available in Finland and their pricing strategy
- Research objective 2: Check out what products Finnish nutrition stores are selling

4.1 Research process

I selected Stockmann, SOKOS and Life as three main sources in Finland for the case company. SOKOS and Stockmann are both department stores, and their nutrition section covers similar product selection and shop area for the products. While Life is a professional nutrition store that only sells nutrition products and owns a lot of franchising stores throughout Finland.

I conducted on-field research for these three nutrition stores, and noticed that their product selection is quite wide, including many kinds of face and hand creams, diet products, protein bar and powder, natural makeup products and so on. They are selling various brands from Finland and other countries, even some products are from U.S.A. In the previous chapter, I have only listed most attractive functions of nutrition products for Chinese customers and the main products and brands are sold in the net shops in China, I have added more products to the selection plan in this chapter.

I put the prices of three stores into the product selection charts in previous chapter, and added more products that I found which might attract Chinese tourists in the local stores.

Table 5. Products and price references from New Nordic

Product	Size	SO-KOS/Life	Stockmann	Average price	Max price	Min price
Blue Berry™ Omega 3	60caps	55.8		60		
Beauty Tablets	60caps	418		88		
Diabetes	60tabs		24	24	24	24

Pharma Nord is a nutrition product manufacturer in Denmark (Pharma Nord). Many of their products are biological, that is why there are Bio in front of product name. Also the sales person in Life pointed out that Finland and China both lack selenol (the product is in the last line of table 6), it is necessary to support the body with selenol tablets every day.

Table 6. Products and price references from Pharma Nord

Product	Size	SO-KOS/Life	Stock-mann	Average price	Max price	Min price
BioActive Q10 uniqino	30mg 60kaps	39	63	50,7	63	39
Bio - Antioxidant	150tabl	23		23	23	23
Bio-kaikki D3+K		13		13	13	13
Bio-Omega 3&6		25		25	25	25
Bio-Pycnogenol	Extra 90+30 tabl	34		34	34	34
Bio-Qin Q10 30mg		50	48	48,9	50	48
Bio -Qinon Q10 Gold 100mg	150kaps	80	94	86,9	94	80
Lady Preloxy	60tabl	36		36	36	36
SelenoPrecise 100ug	60tabl	10	12	10,945	12	10

Natural Media Skin Care is a local Finnish facial product manufacturer, it has many innovative and organic natural products, and they have snail facial products as one of their product line (Natural Media Skin Care). According to Mr. Huang Tengyun, snail face cream is now quite popular in Asia, especially in China and Korea (Huang Tengyun 19 June 2015).

Table 7. Products and price references from Natural Media Skin Care

Product	Size	SO-KOS/Life	Stock-mann	Average price	Max price	Min price
Baba de caracol gel	50ml	50	60	54,9	60	50
Baba de caracol gel	200ml	37,9		37,9	38	38
Cavuar de eye cream		35		35	35	35
suoer gandim eyelash serum		39		39	39	39

Harmonia and Voima Ruoka provide products like fish oil, Q10+Red Riz and other super food. Super food are nowadays quite popular in Finland as they are positioned in good places in nutrition stores, that's why I have put those products into the selection plan in Table 8.

Table 8. Products and price references from Harmonia and Voima Ruoka

Product	Size	SO-KOS/Life	Stockmann	Average price	Max price	Min price
Ginseng - jauhe	60g	22		22	22	22
Himalajansuola + Jodi	400g	8		8	8	8
Koivusokeri	300g	9		9	9	9
Opti-MSM	300g	15		15	15	15
Pakurikääpä	100g	19		19	19	19
Pakuriuute	50ml	27		27	27	27
Eye Q chews mansikan-makuinen	180kpl/123g	37	46	41,7	46	37
Eye Q chews mansikan-makuinen	360kpl/252g	61		61	61	61
Eye Q kaps	180kpl/122g	38	46	42	46	38
Eye Q kaps	360kpl/244g	61	74	67,2	74	61
Red Riz+Q10	tabl 180/162g	35	34	34,65	35	34
Red Riz+Q10	tabl 60kpl/54	15	15	14,95	15	15
Red Riz+Q10 strong	tabl 120kpl/145.2g	32	32	31,7	32	32

Inonotus obliquus is quite popular in China. I have chosen tablet product mixing it with blackcurrant from Terveyskaista Oy.

Table 9. Products and price references from Terveyskaista

Product	Size	SO-KOS/Life	Stockmann	Average price	Max price	Min price
PAKMUS	60 imeskelytabl	29		29	29	29
TRIO	120+60 kaps	38	43	40	43	38

Hankintatukku's products in the domestic market are cheaper than in China. Details are showed in table 10. A more concise table of products that are selected from Hankintatukku is in Attachment 3.

Table 10. Products and price references from Hankintatukku

Product	Size	SO-KOS/Life	Stockmann	Average price	Max price	Min price
Argimax	60tabl./74g	30		30	30	30
Astacaps	60kaps./36g	20		20	20	20
Bodyflex Combi	120tabl./156g	26	24	25,1	26	24
Calcia 800 plus	140tabl./223g	12	13	12,7	13	12
Chloremax	290tabl./116g		21	21	21	21
Colonic Plus Kehonpuhdistaja	180tabl.90g	8	10	8,775	10	8
Epamar Omega-3 Strong	120kaps.85g	10	12	11	12	10
Evonia Anti Grey Hair	60tabl./48g	14	13	13,475	14	13
Femiglandin GLA+E	300kaps./209g	25	30	27,1	30	25
Fosfoser Memory	90kaps./87g	39,9	49	44,45	49	40
Melatosell Melatoniini 1mg	60tabl./18g	13		13	13	13
piimax C+Kalkki D	300tabl./210g	11	10	10,6	11	10
Pycnogenol Easy Life	40tabl./44g	17	20	18,6	20	17
Relaxor Forte	40tabl./20g	9	14	11,75	14	9
Selesan Kasviantioksidantti	120tabl./60g	13	20	16,5	20	13
Slimmix Fat Burner	60kaps./34g	25		25	25	25
Visio Balance	60tabl./18g	17		17	17	17
visioblue Strong	60kaps./21g	23	22	22,6	23	22
Vitaamar Junior	60kaps./40g	10		10	10	10
Vitamar 1000	100kaps./161g	30	25	27,35	30	25
Vivania Skin Omega	56kaps./74g	19		19	19	19
X-Potens Tribulus 500	60tabl./62g	28		28	28	28
Zinkosan	300tabs		13	13	13	13

4.2 Result of on-field research

Hankintatukku has been in the Chinese market for more than 15 years (JD.com 2014) and their product range are quite similar in Finland and international market including China. But brands like New Nordic and Pharma Nord, their product selection a quite different in China and Finland. For New Nordic and Pharma Nord, the products that are really popular in China do not even exist in the Finnish markets.

Other two brands that I added are Natural Media and Voima Ruoka due to their popularity in the domestic market, and function of the products. Combining with the result of the survey that I have in the previous chapter, and the owner of the case company's preference, I added more local Finnish manufacturers to the product selecting plan.

As a conclusion, I discovered that there is a significant difference between Chinese and Local nutrition stores. The differences include different sizes of packages, different prices, and product functions (i.e. diet and gym products are quite popular in Finland but not that much in China). Local nutrition shops also have wider product range (i.e. hand cream, natural makeup products are also sold in Finnish nutrition stores).

4.3 Detail filling into the plan

Before handling the product selection plan, I interviewed an experienced guide to examine the credibility and practicability of the plan. The interview was done on 29th of May with Mr. Shi Jianjiang, who has experience from leading groups in Europe, especially Nordic countries for over 10 years.

During the interview, I mainly presented him with the product selection plan, and he gave suggestions related to aspects from product categories, product brands, and customer needs. After the discussion with Mr. Shi Jianjiang I understood that it is important to notice these few points when doing the product selection plan:

- It is wise to have products that are from brands like Hankintatukku and other brands that have the brand recognition in China. According to Mr. Shi Jianjiang's experience, Chinese customers prefer to purchase brands that they know, especially when there is a price difference between China and Finland. (Shi Jianjiang 29 May 2015.)
- It is suggested to add dried blueberries and blue berry powder, since wild blueberry is one of the Finnish specials, and it is also quite rare to have wild berries in Chinese

market. Dried blueberry is also easy to carry so customers can take it as traveling snacks for example. (Shi Jianjiang 29 May 2015.)

- It is suggested not to have big liquid products, since it is difficult for customers to carry through the long trip. So the big liquid products, like fish oil 500ml, should be taken off from the product list. (Shi Jianjiang 29 May 2015.)

As a conclusion, the product selection plan that I have provided so far is decent, but more products are needed including milk powder and baby products. For those there is a need from Chinese tourists. I have found two Finnish producers: Biokia and Green Finns, which supply different kinds of berry powders and dried berries. A completed product selection plan is attached in attachment.

5. Discussion

I have had a discussion with Mr. Huang Tengyun, regarding the results of the project, his expectation, and my performance during the process. This chapter includes the key outcome out of the project, project review, further steps suggestion, case company feedback and project analysis.

5.1 Key outcome

The objective of the project is to find suitable nutrition products for the case company to meet their target groups' needs.

During the whole process, I was able to provide the case company with a detailed product list with price references from both Chinese and Finnish market. The plan takes into consideration of target group's needs, competitor factors and Nordic countries, especially Finnish advantages and specialties for the target groups. (Huang Tengyun 19 June 2015.) An experienced guide's opinion fills in the remaining points that I had overlooked.

After researches and discussions with the owner, Mr. Huang Tengyun, I have listed the following guidelines for the selection plan:

- The main products that are going to be selected into the plan, are going to be those brands that Chinese customers know e.g. Finnish Hankintatukku, Danish Pharma Nord and New Nordic.
- Have product covering range for different age groups, but emphasis on target age groups. According to the survey, I discovered that the main age group for nutrition products are children and older people. Common products e.g. immune system protection and vitamins can also be popular as they are suitable for all age groups.
- Emphasis on functions that would meet Chinese customers' needs. Products that have functions for eyes, stomach, bones are tend to be more popular and practical for the target group.
- Fix the details and consider facts like liquid that are not easy to carry. It is also good to add some Finnish specialties for example dried blueberries or blueberry powders that attracts tourists.

5.2 Review of the project

The duration of the whole project was 4 months (from 19th of February to 19th of June) and during the project I have periodically presented results to the case company, and always taken into consideration of what the owner wants for the case company. Some details were modified and added as the project proceeded, and I myself have also found out the differences between Chinese and Finnish markets.

5.3 Future plans

After the discussion with the case company, I will continue with the company by actually applying the plan, further steps would be:

- Find suppliers for the selected products and investigate the import prices. The case company can then re-evaluate the main products that are going to be imported. It will also help the company to estimate the rough amount of investment for importing products.
- Allocate the investments into the product purchasing. Provide the case company with a chart indicating the importing amount in euros according to customers' needs.
- Import chosen products and put them on display. Assisting, recording, measuring and re-evaluating the products' sales statistics after the products have arrived and displayed. Provide feedback and adjustment advices to the case company.

5.4 Case company's feedback

- Feedback for the thesis writer

According to Mr. Huang Tengyun, my performance was impressing, I have conducted a thorough research with both Chinese and Finnish local market, also taken into account an experienced guide's suggestion that tailored the product selection plan for the case company. (Huang Tengyun 19 June 2015.) I have attached a detailed feedback form from the case company in Attachment 5.

- Feedback for the project

The project is considered successful, as there was a clear objective of what would suit the case company. It covers aspects of main target customers' needs and industry environment for health products.

The process of the project was smooth. Both online and primary researches were in order to keep the course of the project straight and narrow down to the main products that were selected for the case company.

The last checkpoint with an experienced guide was wise and highly appreciated by the case company, since it added to the plan the point of view from Chinese that are traveling abroad, and highlighted and included the details that are crucial to the case company.

The result of the product selection plan fits the requirements of the case company and products were selected to fit the target customers' needs. The case company is able to continue from the plan.

5.5 Analysis of the project

The project analysis will include the thesis writer's learning points, possible improvements for the project, and positive results during the process and my learning points from the project.

5.5.1 Thesis writer's learning points

- I have learned how to conduct a thorough primary and secondary research for a company.
- Entrepreneurial spirit, be willing to try new things, and be brave to be different.
- Not be disturbed by my own judgements during the whole project. I was always surprised by the results of the researches and I learnt to be willing to take into consideration facts and other party's opinions. It helps the decision making.

5.5.2 What could be done better

Due to the limited time and resources, I have only presented to the case company with mainly products that already exist in Chinese market. More products could be added into the selection plan, and I could have included more Finnish local special food/nutrition products that might interest Chinese customers.

The import price of the products could also be detected and added to the plan, which will give the case company a preference of the products that will be chosen to the store. This will be done in the next phase.

5.5.3 What was handled well during the whole process of the project

The objective of the project was settled clearly and due to that, the process of the project was efficient and the selected plan fits the case company's needs.

Researches were handled carefully. I have considered the problems that might occur especially during the survey that were delivered to mainland China, to ensure the validity and reliability of research results

The discussion with the owner of the company was also handled without a hitch. We have altogether shared each other's ideas and suggestions for improvements during the project. Both of us were able to be flexible during the process when facing unpredictable difficulties. That is also the biggest reason the plan is tailored for the case company, since it's neither of our subjective thoughts or repetition of competitors.

5.5.4. After the project

I will continue with the case company, to provide import prices and estimated costs. In the meanwhile, I will collect information of possible products that the case company could acquire. I will use this thesis for future purposes.

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Attachment

Attachment 1: overlay Matrix of the product selection project

	Tasks	results	Chapter
Project objective	Choose the right products to display to Chinese tourists and domestic customers at case company	Case company would reach the final purpose of the project-get the right products with good price references into their shelves	Chapter 1
Project Task 1	Theory framework	Get a main idea of how to conduct the re-searches and compare and utilize the research results to benefit the case company	Chapter 2
Project Task 2	Research some net shops and conduct a survey in China to find out food supplements, their brands, functions and prices	Get the result of the famous products and function of nutrition products in China.	Chapter 3
Project Task 3	Research stores reselling nutrition supplements in Helsinki region to find out available brands, function, displaying and the pricing	Knowledge of local nutrition stores	Chapter 4
Project task 4	Compare the results and conduct an interview to select the products to display and what price to set	Get the best solution for the case company	Chapter 5

Project task 5	Discuss the main outcome and further steps for the project	Conclusion and further learning for the project from both parties, the writer and case company	Chapter 6
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Attachment 2: Interview questions in attachment.

Back ground information

1. What age group do you belong?
A. 20-30, B. 31-40, C. 41-50, D. 51-60, E. over 60
2. Do you think it is necessary to purchase nutrition products?
A. Yes, B. No, C. I don't know
3. Which area in the world do you think is truthful to purchase nutrition products?
A. China, B. other Asia countries, C. America, D. South and middle Europe, E. Nordic countries F. Others. Please specify_____
4. Is the following brands familiar to you? (Please click as many as you know)
A. Hankintatukku, B. Pharma Nord, C. New Nordic.
5. What brands are you known of/purchase?

6. Will you be interested to try high quality Nordic brand nutrition products?
A. Yes, B. No, C. I don't know
7. What is the most important issue when you think about purchasing nutrition products (mark the most important order)
___What other people buy, ___the quality, ___the price
8. How much money are you willing to spend/have you spent to purchase nutrition products per month?
A. Less than 100 RMB, B. 100-500 RMB, C. 501-1000RMB, D. More than 1001RMB
9. What kind of function of nutrition products do you think it is really useful? (Click the most important 3 functions)
A. For bones, B. For beauty, C. Multi-vitamin, D. Fish oil, E. Blue berry for eyes
10. Which age group do you think needs the most nutrition products? (Click the most important 3 age groups)
A. Under 10, B. 11-20, C. 21-30, D. 31-40 E. 41-50 F. 51-60 G. Over 60
11. Which website/place you prefer to purchase nutrition products.
A. Jing Dong, B. 9939 net, C. Tao Bao, D. Go abroad to purchase. E. Ask people who are living abroad to purchase. E. Others. Please specify_____

Attachment 3. A complete table with products from Hankintatukku with price references from Chapter 4

Product	Package	SOKOS/Life	Stockmann	Average price	Max price	Min price
Argimax	60tabl./74g	30		30	30	30
Astacaps	60kaps./36g	20		20	20	20
Bodyflex Combi	120tabl./156g	26	24	25,1	26	24
Bodyflex Combi	180tabl./234g	32		32	32	32
Calcia pure D appelsiini	120 tabs	8	9	8,5	9	8
Calcia 800 Magnesium	180tabl./263g	13	12	12,1	13	12
Calcia 800 plus	140tabl./223g	12	13	12,7	13	12
Chloremax	290tabl./116g		21	21	21	21
Colonic Plus Kehonpuhdistaja	180tabl.90g	8	10	8,775	10	8
Colonic Plus Maksanpuhdistaja	60tabl./69g		15	15	15	15
Epamar Omega-3 Strong	120kaps.85g	10	12	11	12	10
Evonia Anti Grey Hair	60tabl./48g	14	13	13,475	14	13
Evonia Hiustten tehovainne	56kaps./80g	30,8	27	28,9	31	27
Femidan Skin Beauty	60tabl./18g	19	24	21,35	24	19
Femiglandin GLA+E	300kaps./209g	25	30	27,1	30	25
Fosfoser Memory	90kaps./87g	39,9	49	44,45	49	40
Melatosell Melatoniini 1mg	60tabl./18g	13		13	13	13
piimax C+Kalkki D	300tabl./210g	11	10	10,6	11	10

Piimax CD Kalkki Boori	300tabl./219g	12	13	12,475	13	12
Pycnogenol Easy Life	40tabl./44g	17	20	18,6	20	17
Relaxor Forte	40tabl./20g	9	14	11,75	14	9
Selesan Kasviantioksidantti	120tabl./60g	13	20	16,5	20	13
Slimmix Fat Burner	60kaps./34g	25		25	25	25
Ubigold Q 10 30mg	60tabl./18g	15	16	15,5	16	15
Ubigold Q 10 30mg	150tabl./45g	42		42	42	42
Visio Balance	60tabl./18g	17		17	17	17
visioblue Strong	60kaps./21g	23	22	22,6	23	22
Vitaamar Junior	60kaps./40g	10		10	10	10
Vitamar 1000	100kaps./161g	30	25	27,35	30	25
Vitamar Omega-3+ADE	200ml	8		8	8	8
Vitamar Omega-3+ADE	500ml	16		16	16	16
Vitatabs E-caps 50mg	60kaps./43g	10	8	8,95	10	8
Vitatabs Mega B	350tabs./140g		7	7	7	7
Vivania Skin Beauty Anti Wrinkle	60tabl./30g	26	28	26,75	28	26
Vivania Skin Omega	56kaps./74g	19		19	19	19
Vivania Hyaluron & Q 10 Anti Wrinkle	50ml	21	25	23,1	25	21
X-Potens Tribulus 500	60tabl./62g	28		28	28	28
Zinkosan	300tabs		13	13	13	13

Attachement 4. Interview questions and answers in brief with Mr Shi Jianjiang

1. The case company is going to open a nutrition shop for the upcoming Chinese tourists, should we only focus on Nordic brands?

Yes, what is common between tourists is that they would like to purchase something special from the country that they went to. Nordic brands also represent Nordic quality, tourists tends to be more willing to purchase Nordic brands when they travel to Nordic countries.

2. Is it wise to emphasis on brands that Chinese already known of, like Hankintatukku, Pharma Nord and so on?

Yes, very necessary, since the brand image is important to Chinese customers, many of them even check the internet about the brand and products before they do the purchase.

3. What do you think is missing from the product selection plan?

Finnish special food products, like dried berries or berry powder. Chinese customers always wants to buy something special from the place they went to. baby nutrition products and temperature machine for baby can be added, since the one child policy, parents and grandparents always wants to purchase something nutrition for their baby.

4. What else details do you think that it is important to consider when selecting products? Since most of them are traveling not only one country, so it is not convenient for them to carry big liquid products.

Attachement 5. Commissioning party feedback form



Commissioning party feedback form

Degree Programme in International Business

Pasila Campus

Thesis author/s

Liting Cai

Thesis title

Health product selecting project for a case company

Commissioning company or organisation

Life Nutrition Oy

Commissioning party's contact person
and contact information

Huang Tengyun

+358 405820151 service@lifenutrition.fi

Thesis advisor at HAAGA-HELIA
Advisor's e-mail address

Luomakoski Jari

Jari.Luomakoski@haaga-helia.fi

1. Have you made use of the thesis results in some way? If yes, how?

Yes.

Basically, I have imported most of the products based on the plan that Liting has provided to us.

2. How do you plan to make use of the thesis results in your future operations?

The thesis also have industry and competitor anlysis tailored for us, so when we later modify our strategy planning, we can also take into consideration of the analysis that Liting has provided to us.

Our next step is to negotiate with the supplier and start to put the plan into action, so we will continue with the plan and make also some financial analysis after we getting the prices from our suppliers.

3. Please estimate how useful the thesis is for you:

Not useful at all ☐ ☐ ☐ ☐ ☒ Very useful
Place an x in the relevant box

4. Please estimate how useful the thesis is for your field of business (e.g. it generated an innovation, operating practice, product or new information):

Not useful at all ☐ ☐ ☐ ☐ ☒ Very useful
Place an x in the relevant box

5. Please give free feedback about the thesis process:

The thesis process was really smooth and pleasant, Liting is good at communication and expressing her point of view during the whole project. She is also really dedicate in what she is doing, for example those research results she provided to us are really reliable and useful.

6. Other feedback to the student or HAAGA-HELIA:

HAAGA-HELIA's thesis program is really helpful for companies who are seeking for advises and young professionals, and also in another way, it is a good way to let companies get to know students' capabilities and actually enhance the possibilities for HAAGA-HELIA graduates to get a job.

Attachement 6. A complete product selection plan with Chinese translation for the case company

产品定价，进货参考表 Product selection plan			
Hankintatukku			
1	Argimax	平衡血压，改善心脑血管供血，治疗动脉硬化，心绞痛，减少血栓	60tabl./74g
2	Astacaps	抗氧化，抗衰老	60kaps./36g
3	Biolic 5000	提高免疫增强体质，抗氧化，降低胆固醇，消炎	60tabl./30g
4	Biomare immuno	调节免疫，增强抵抗力，预防感冒和各种传染病	100kaps./40g
5	Bodyflex Combi	减轻关节肌肉疼痛，修复受损关节，强健骨骼，增高；辅助治疗风湿，关节炎和前列腺癌	120tabl./156g
6	Bodyflex Combi		180tabl./234g
7	Calcia pure D appelsiini	补钙，促进钙吸收	120 tabs
8	Calcia 800 Magnesium	补钙，减少钙流失	180tabl./263g
9	Calcia 800 plus	促进钙吸收，增加骨密度，预防骨质疏松	140tabl./223g
10	Chloremax	强效排毒，抑制肿瘤，抗衰老，提高免疫	290tabl./116g
11	Colonic Plus Gluteeninpik-koja	排便，支持肝功能，含五强大的成分：荨麻，蒲公英，白桦叶，菊粉，香菜叶	20kaps./9g
12	Colonic Plus Kehonpuhdistaja	帮助肠道排毒，支持肠道功能，促进代谢，减少脂肪，降血压	180tabl.90g
13	Colonic Plus maitohappobakteeri	接触便秘，增强肠道免疫及功能	60tabl./37g
14	Colonic Plus Maksanpuhdistaja	排毒，保护肝脏，促进肝脏功能	60tabl./69g
15	Colonic Plus Vatsahappojen tasaaaja	提高肠道免疫，清洗肠道	16tabl./35g
16	Colonic Plus Silica	缓解不良饮食习惯造成的胃不适，中和胃酸，养护胃	250ml
17	Epamar Omega-3 Strong	稳定心情，促进脑部发育，提高记忆，清理心血管，预防动脉硬化	120kaps.85g
18	Evonia Anti Grey Hair	滋养头发减少白发产生	60tabl./48g
19	Evonia Hiustten tehoravinne	滋养头发	56kaps./80g
20	Femidan Skin Beauty	抚平皱纹，增加皮肤弹性	60tabl./18g
21	Femiglandin GLA+E	调节内分泌，滋养卵巢，缓解更年期综合症，降低胆固醇，预防更年期心脑血管疾病	300kaps./209g
22	Fosfoser Memory	增强记忆体，提高注意力，预防老年痴呆	20kaps./19g

23	Fosfoser Memory		90kaps. /87g
24	Immunomax AHCC	调节免疫系统，抗肿瘤，调节肾脏心脏功能，调节血脂	80tabs
25	Melatosell Melatoniini 1mg	改善睡眠，调节时差，提高免疫	60tabl. /18g
26	piimax C+Kalkki D	有助于正常头发的保养。含有硅藻土，针叶维生素 C 和生物素	300tabl. /210g
27	Piimax CD Kalkki Boori	均衡特别是骨骼和关节的健康，以及头发和指甲的营养护理	300tabl. /219g
28	Pycnogenol Easy Life	延缓衰老，保护心脑血管，预防骨质疏松等 70 多种老年疾病。缓解痛经，改善生殖，提高免疫力	40tabl. /44g
29	Relaxor Forte	缓解压力，放松心情。内含西番莲（一种公知的植物）	40tabl. /20g
30	Selesan Kasviantioksidantti	抗氧化，抗衰老	120tabl. /60g
31	Slimmix Fat Burner	纤体瘦身	60kaps. /34g
32	ubigold anti aging	防止和纠正对皮肤老化的明显迹象，以防止自由基和紫外线引起的皮肤老化的皮肤。	50ml
33	Ubigold Q 10 30mg	用于心绞痛，高血压，心律失常和充血性心力衰竭的辅助治疗。抗氧化，加速脂肪代谢。可用于预防帕金森。	60tabl. /18g
34	Ubigold Q 10 30mg		150tabl. /45g
35	Visio Balance	预防视网膜及黄斑病变（失明，白内障，散光，老花眼），预防眼睛衰老	60tabl. /18g
36	visioblue Strong	缓解眼部疲劳，提高视力	60kaps. /21g
37	Vitaamar Junior	用于儿童：促进大脑发育提高记忆，提高注意力，预防多动症，预防假性近视	60kaps. /40g
38	Vitamar 1000	降低心脑血管疾病的发生，改善视力，强效抗氧化	100kaps. /161g
39	Vitamar Plus	降低心脑血管疾病的发生，改善视力，提高免疫力，加固牙齿，提高造血功能	100kaps. /93g
40	Vitamar Strong	降低心血管疾病几率，保护视力，抗氧化	80kaps. /110g
41	Vitatabs E-caps 50mg	提高免疫，调节内分泌，增加对钙的吸收，强健骨骼	60kaps. /43g
42	Vitatabs Maxi	混合维生素，矿物质含片	120tabl. /60g
43	Vitatabs Mega B	混合 B 维生素含片	350tabls. /140g
44	Vivania Skin Beauty Anti Wrinkle	紧致光滑皮肤，强效保湿，延缓衰老。同时预防关节炎及动脉硬化，让人精力充沛	60tabl. /30g

45	Vivania Skin Omega	护肤含片，富含鱼油和维生素 A，C，E 和 B-维生素 E	56kaps. /74g
46	Viviania Hyaluron & Q 10 Anti Wrinkle	紧致光滑皮肤，强效保湿，延缓衰老	50ml
47	Viviania Hyaluron & Q 10 Anti Wrinkle		200ml
48	X-Potens Tribulus 500	调节男性荷尔蒙，补肾壮阳。降低动脉硬化，抗衰老，提高机体免疫	60tabl. /62g
49	Zinkosan	调节新陈代谢，提高免疫，抗氧化，美肤	300tabs
New Nordic			
1	Beauty Serum(with 24%tax)	美白护肤，紧致皮肤，适用于 40 岁及以上年龄女性	30ml
2	Beauty tablet	美白含片，富含维生素，内部调解皮肤，美白效果明显	60tabs
3	Diabetes	为中老年人士降低血糖	60tabs
4	Diabetes	为中老年人士降低血糖	120tabs
5	Blue Berry™ Omega 3	蓝莓加鱼油含片	60caps
Terveyskaista			
1	PAKMUS	灵芝茶含片，缓解精神压力，补充体力，维持机体系统	24 imeskely-tablet
2	PAKMUS	灵芝茶含片，缓解精神压力，补充体力，维持机体系统	60 imeskely-tablet
3	TRIO	缓解精神压力，补充体力，维持机体系统	120+60 kaps
Voima Ruoka			
1	Ginseng - jauhe	金参粉	60g
2	Himalajansuola + Jodi	矿物，铁和锰中的收据岩盐而成的天然盐	400g
3	Koivusokeri	树糖	300g
4	Opti-MSM	精选 MSM，MSM 是一种天然的硫化合物，也是如今非常流行的许多食品的补充剂	300g
5	Pakurikääpä	灵芝茶	100g
6	Pakuriuute	灵芝粉做成的滴液	50ml
Harmonia			
1	Eye Q chews mansikanmakui-nen	提高记忆力，促进大脑发育	180kpl/123g
2	Eye Q chews mansikanmakui-nen	提高记忆力，促进大脑发育	360kpl/252g

3	Eye Q kaps	提高记忆力，促进大脑发育	180kpl/122g
4	Eye Q kaps	提高记忆力，促进大脑发育	360kpl/244g
5	Red Riz+Q10	降低胆固醇，保护心血管，帮助血红细胞形成	tabl 180/162g
6	Red Riz+Q10	降低胆固醇，保护心血管，帮助血红细胞形成	tabl 60kpl/54
7	Red Riz+Q10 strong	降低胆固醇，保护心血管，帮助血红细胞形成	120kpl/145. 2g

Pharma Nord

1	BioActive Q10 unigino	生物活性 Q10 以积极的形式缓和改变酶的辅酶活性形式	30mg 60kaps
2	Bio - Antioxidant	纯天然膳食补充剂	150tabl
3	Bio-kaikki D3+K	骨优质产品 确保石灰，D3 和维生素 D 的每日摄入量	
4	Bio-Omega 3&6	鱼油，含有人体必需脂肪酸 GLA， EPA 和 DHA	
5	Bio-Pycnogenol	法国海岸松树皮提取物，为一种抗氧化剂，通过保护细胞免受氧化促进健康	Extra 90+30 tabl
6	Bio-Qin Q10 30mg	生物活性 Q10 以积极的形式缓和改变酶的辅酶活性形式	
7	Bio -Qinon Q10 Gold 100mg	生物活性 Q10 以积极的形式缓和改变酶的辅酶活性形式	150kaps
8	Lady Preloxy	女性健康，生育能力提高	60tabl
9	SelenoPrecise 100ug	健康的免疫系统和甲状腺功能，促进生育	60tabl

Natural Media

1	Baba de caracol gel	蜗牛霜小瓶	50ml
2	Baba de caracol gel	蜗牛霜大瓶	200ml
3	Cavuar de eye cream	眼霜，含鱼子酱提取物中含有的成分，活化肌肤细胞的新陈代谢	
4	Rosa face wash	含维他命，玫瑰花的洗面奶	150ml
5	suoer gandin eyelash serum	保护睫毛，自然睫毛增长液，加强每个单独的睫毛营养素	15ml

Green Finns

1	SBT powder organic	各类果粉	400ml
2	Cranberry powder organic		400ml
3	Blackcurrnt powder organic		400ml
4	W.Bilberry powder organic		400ml

5	Lingonberry powder		400ml
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Biokia			
1	Dired berries mix	各类干果	50g
2	Dired bilberries		50g
3	Dried Cranberries		50g
4	Dried lingonberries		50g
5	Organic chocolate cranberries	各类巧克力包裹干果	100g
6	Chocolate-coated bilberries		100g
7	Chocolate-coated lingonberries		100g
8	chocolate cranberries		100g

product brands

Important products that needs to be emphasised